Global Sports & Media Organization Gains Full Observability and Accelerates Incident Resolution with Selector

SELECTOR

Global Sports & Media Organization| Hybrid Cloud Deployment

Problem/Opportunity

A global sports and media organization operates one of the most complex media and digital ecosystems in the world, supporting live event broadcasts, real-time data platforms, and interactive fan experiences across multiple data centers and cloud environments. With dozens of monitoring tools in use, the operations team lacked a unified view of network and application performance. Troubleshooting issues across overlapping domains required manual correlation, slowing mean time to resolution (MTTR) and increasing reliance on senior engineers during live-event incidents. The organization needed a solution that could unify visibility, accelerate RCA, and maintain the reliability demanded by real-time media operations.

Solution

The customer deployed the Selector AIOps Platform to integrate telemetry from its cloud and on-prem environments into a single, correlated view. Selector's AI-driven correlation and root cause analysis automatically linked events across domains, while Selector Copilot enabled natural-language queries and incident summaries for faster triage. Integration with ServiceNow and PagerDuty streamlined workflows, allowing teams to quickly identify, prioritize, and resolve issues during live games.

Hybrid architecture combined Selector Cloud analytics with on-prem remote collectors for SNMP, Syslog, NetFlow, and API data ingestion, ensuring real-time insight across the customer's distributed digital infrastructure.

Key Technologies Used

- AI/ML-Based Correlation & Root Cause Analysis
- Dynamic Topology & End-to-End Path Visualization
- Selector Copilot (Natural-Language RCA & Summaries)
- ServiceNow & PagerDuty Workflow Integration
- SNMP, Syslog, NetFlow, and REST Poller Ingestion
- Hybrid Cloud + On-Prem Remote Collector Deployment

Outcomes

- ✓ **Reduced MTTR and Improved Live Reliability:** Automated correlation and natural-language insights accelerated incident response during live events.
- ✓ **Unified Visibility Across Multi-Cloud Environments:** End-to-end observability enabled proactive management of digital broadcast infrastructure.
- ✓ **Faster RCA with AI-Driven Correlation:** Selector surfaced probable root cause automatically, minimizing manual data analysis.
- ✓ **Seamless Workflow Integration:** Tight ServiceNow and PagerDuty alignment simplified triage, notification, and escalation processes.

Results Snapshot

Metric	Impact
Visibility	Unified across hybrid cloud and data center domains
MTTR	Reduced significantly via automated RCA
Workflow Efficiency	Integrated with ServiceNow & PagerDuty
Operational Uptime	Improved reliability for live broadcast services
Data Sources	SNMP, Syslog, NetFlow, REST APIs, and more